PARTNERSTVO KAO MARKETING STIMULANS EKOLOŠKI ODGOVORNE TRGOVINE NA PROSTORU BIVŠE JUGOSLAVIJE

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doi: 10.59864/Oditor32303RJ

Pregledni rad
UDK: 658.8:502.1(497.1-89)
005.56:502.1

Apstrakt

Životna sredina je danas vrlo ugrožena, zbog čega jeneophodna ekološki odgovorna trgovina. Kao jedan od marketinških alata ekološki odgovorne trgovine je i partnerstvo. Zbog napred navedenog, cilj studije je pronalaženje i poređenje partnerstava koja bi povećala ekološki odgovornu trgovinu na prostoru bivše Jugoslavije. Prema saznanjima autora, ovo bi bilo prvo ovakvo kros-kulturalna istraživanje. Istraživanje je provedeno upitnikom na uzorku od 1550 ispitanika. Metode uzorkovanja su bile metod stratifikovanog uzorka i metod prostog slučajnog uzorka. Podaci su analizirani deskriptivnom statistikom i kvalitativno. Rezultati ukazuju da ne postoje razlike između Srbije, Hrvatske, Bosne i Hercegovine, Slovenije i Crne Gore kada je u pitanju najstimulativnije partnerstvo radi ekološki odgovorne trgovine, s obzirom da su ispitanici u svim navedenim državama kao najstimulativniju formu partnerstva izabrali partnerstvo između državne institucije i kompanije, dok je jedina država koja se razlikuje Severna Makedonija, čiji su ispitanici kao najstimulativnije partnerstvo izabrali partnerstvo između međunarodne institucije i državne institucije.

Ključne reči:*partnerstvo, marketing, ekološki odgovorna trgovina, države bivše Jugoslavije, kros-kulturalna studija*

JEL: *F18, Q56*

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Uvod

Podaci o životnoj sredini su danas poražavajući i ukazuju sledeće (https://earth.org/the-biggest-environmental-problems-of-our-lifetime/): 13% smrtnih slučajeva u EU je povezano sa različitim oblicima zagađenja životne sredine; svakog minuta seče se šuma veličine 20 fudbalskih terena što uzrokuje da bi do 2030. godine planeta mogla imati samo 10% svojih šuma; trećina hrane namenjene ljudskoj ishranise baca i ako bi se posmatrala ukupna emisija gasova od te vrste otpada to je treći najveći emiter gasova staklene bašte, iza Kine i SAD.

Kako bi životna sredina bila zaštićenija i zdravija, nužna je i ekološki odgovorna trgovina. Jedan od stimulansa ekološki odgovorne trgovine jeste i partnerstvo, što navodi i međunarodna zajednicau globalnoj razvojnoj agendi sa ciljem održivog razvoja „Agenda 2030“. Jačanje partnerstva je cilj 17. „Agende 2030“. Navodi se “Jača partnerstva će doprineti zaštiti životne sredine i održivom razvoju mobilizacijom resursa, deljenjem znanja, promovisanjem stvaranja i transfera ekološki prihvatljivih tehnologija i izgradnjom kapaciteta“ (https://www.unep.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter).

S obzirom na napred navedneo, partnerstvo mora da se ponudi kao marketing stimulans ekološki odgovorne trgovine. Odnosno, partnerstvo treba da se posmatra kao jedan od elemenata marketing miksa koji treba da bude ugrađen u marketing strategiju, ukoliko tržišni subjekat želi da ekološki odgovorno trguje. Međutim, treba da se vodi računa o tome ko čini partnere jer ne reaguju svi subjekti na ista partnerstva kada je u pitanju ekološki odgovorna trgovina. Reagovanje na različita partnerstva jeste uzrok okruženja u kome se subjekat nalazi, pa i drževe u kojoj se nalazi.

U cilju prikupljanja informacija na koje vrste partnerstava se odnose ekološki odgovorne trgovine, kako reaguju subjekti i da li postoje razlike između partnerstva kao stimulansa ekološki odgovorne trgovine na prostoru bivše Jugoslavije, autori rada su izanalizirali brojne studije. Među studijama, ističu se sledeće kros-kulturne studije: Republike bivše Jugoslavije (Raletić Jotanović et. al., 2016), Republike bivše Jugoslavije (Raletić Jotanović et.al., 2017), i Republike bivše Jugoslavije (Raletić Jotanović et.al., 2019). Rezultat analize je da ne postoji ni jedna kros-kulturalnu studiju sprovedena na prostoru bivše Jugoslavije koja se bavi partnerstvom kao stimulansom ekološki odgovorne trgovine.

Zbog napred navedenog, cilj studije je pronalaženje i poređenje partnerstava koja bi povećala ekološki odgovornu trgovinu na prostoru bivše Jugoslavije. Prema saznanjima autora, ovo bi bila prva kros-kulturalna studija sprovedena na prostoru bivše Jugoslavije na temu partnerstva kao stimulansa ekološki odgovorne trgovine. Republike bivše Jugoslavije su: Republika Srbija (Srbija), Republika

Hrvatska (Hrvatska), Republika Slovenija (Slovenija), Republika Severna Makedonija (Makedonija), Federacija Bosne i Hercegovine (Bosna i Hercegovina) i Crna Gora. Kros-kulturalna studija na prostoru bivše Jugoslavije je posebno zanimljiva jer su tadašnje republike 73 godine činile jednu državu dok su danas samostalne suverene države sa svojim različitim karakteristikama.

Pregled literature

Partnerstvo se poima kao "udruživanje i saradnja subjekata sa zajedničkim interesima radi realizacije ciljeva koje nisu bili u mogućnosti da ostvare samostalnim delovanjem" (Vock et al., 2013, 1475). Cilj svakog partnerstva jeste ostvariti sinergetski efekat, s obzirom da u partnerstva ulaze subjekti koji imaju različite konkurentske prednosti tj. inpute koje integrišu i omogućavaju stvaranje dodatne vrednosti za sve subjekte koji učestvuju u partnerstvu, kao i društvo u celini.

Partnerstva u domenu održivog razvoja i zaštite životne sredine se definišu kao „platforma koja je potrebna za održivi razvoj čitavog društva" (UNDP, 2013, 2). Ono predstavlja vin-vin situaciju za sve učesnike partnerstva kao i društva u celini, pri čemu treba da se ostvari dodatna vrednost u domenu zaštite životne sredine.

Da je partnerstvo značajno radi zaštite životne sredine, odnosno ekološki odgovornog ponašanja svih tržišnih subjakata potvrđuju brojne naučne studije (Haiying, 2014;Wassmera et al., 2017; Chang et al., 2019;Chena et al., 2019; Wang, Ma, 2020)

Koliki je značaj partnerstva danas, ukazuje i podatak da uključenost u partnerstvo radi ekološki odgovornog ponašanja doprinosi konkurentnosti subjekta više nego cene njihovih proizvoda (Kanani, 2012).

Partnerstvo u funkciji ekološki odgovornog ponašanja se javlja u sledećim oblicima:

- Direktna partnerstva. Pod direktnim partnerstvima podrazumevaju se planska i namenska udruživanja subjekata. Javljaju se tri forme direktnih partnerstava (Kanani, 2012): a) bilateralna saradnja, b) trodimenzionalna saradnja, i c) više akterska inicijativa.
- Indirektna partnerstva. Indirektna partnerstva podrazumevaju neplanirano i nedogovoreno udruživanje subjekata. Najčešća forma indirektnog partnerstva jeste uzrok-povezani marketing, koji podrazumeva da se ciljna grupa dobrovoljno angažuje u aktivnostima organizatora kampanje.

Oblici partnerstva kao stimulansi ekološki odgovorne trgovine zavise od brojnih makro i strukturni faktori država, prema rezultatima studija (Dolan, 2002; Schaefer, Crane, 2005; Thøgersen, 2005; Assadourian, 2010; Marx et al., 2010),

koje su došle do zaključaka da različite karakteristike država utiču na različito ekološki odgovorno ponašanje.

Sve republike bivše Jugoslavije imaju različite makro, strukturalne i mikro faktore koji ih karakterišu (https://www.stat.gov.rs/, https://dzs.gov.hr/, https://www.stat.si/statweb,https://bhas.gov.ba/?lang=sr, https://www.monstat.org/cg/, https://www.stat.gov.mk/).

Dosadašnje kros-kulturalne studije sprovedene širom sveta su rezultirale različitostima u ekološki odgovornom ponašanju i njegovim stimulansima: USA-Francuska (Arbuthnot, Lingg, 1975), USA-Nemačka (Sriram, Forman, 1993), Baltičke zemlje (Gooch, 1995), Kanada-Francuska(Laroche et al., 1996), Belgija-Poljska (Roozen, Pelsmacker, 2000), Nordijske zemlje –USA (Lindell, Karagozoglu, 2001), USA-Kina (Yingjiao et. al., 2014), i zemlje sa prostora bivše Jugoslavije (Raletić Jotanović et. al., 2016), (Raletić Jotanović et.al., 2017) i (Raletić Jotanović et.al., 2019).

Rezultati ranije sprovedenih kros-kulturalnih studija i različiti mikro, makro i strukturalnih faktoridanas suverenih država sa prostora bivše Jugoslavije impliciraju da se polazi od hipoteze:

HO: ***Postoje razlike u partnerstvima kao stimulansima ekološki odgovorne trgovineizmeđu država sa prostoru bivše Jugoslavije.***

Uzorak istraživanja

U kros-kulturalnom istraživanju na temu partnerstva kao stimulansa ekološki odgovorne trgovine na prostoru bivše Jugoslavije je učestvovalo 1550 ispitanika.

Osnovni skup istraživanja je oko 17 miliona ljudi. Ipak, veličina uzorka se smatra malom ali prihvatljivom, s obzirom na: prirodu istraživanja, promenljivost karakteristika populacije, broj varijabli koje se ispituju, promenljivost predmeta istraživanja i ograničene finansijske resurse istraživača.

Ukoliko se posmatra struktura uzorka u odnosu na države iz koje ispitanici potiču, od 1550 ispitanika: 276 ispitanika je iz Srbije, 250 ispitanika je iz Hrvatske, 265 ispitanika je iz Bosne i Hercegovine, 250 ispitanika je iz Crne Gore, 253 ispitanika je iz Severne Makedonije dok je 256 ispitanika iz Slovenije. Odnosno, od 100% uzorka: 17,81% je iz Srbije, 16,51% je iz Hrvatske, 16,32% je iz Bosne i Hercegovine, 17,10% je iz Crne Gore dok je 16,13% iz Severne Makedonije i Slovenije.

Korišćene metode prikupljanja uzorka su metod stratifikovanog uzorka i metod prostog slučajnog uzorka. Populacija ispitanika sa prostora bivše Jugoslovije, podeljena je u šest stratuma odnosno, šest država sa prostora bivše Jugoslavije: Srbija, Hrvatska, Bosna i Hercegovina, Crna Gora, Severna Makedonija i

Slovenija. Metod prostog slučajnog uzorka je korišćen kako bi se nasumično izabrali ispitanici iz svakog stratuma.

Instrument

Instrument istraživanja je upitnik, koji je kreiran za potrebe ovog istraživanja. Upitnik je sačinjen iz dva dela,saglasnosti za popunjavanje upitnika i pitanja o partnerstvu. Pitanje o partnerstvu je podrazumevalo da ispitanici zaokruže dva ili više tržišnih subjekata čije bi ih partnerstvo stimulisalo na ekološki odgovornu trgovinu. Ponuđeni tržišni subjekti su bili: međunarodne institucije, državne institucije, kompanije, poznate ličnosti i nevladine organizacije (NVO).

Postupak i tok istraživanja

Upitnik je kreiran na srpskom jeziku nakon čega je preveden na: slovenački, makedonski i hrvatski jezik. Ispitanici iz Srbije, Bosne i Hercegovine i Crne Gore su popunjavali upitnike na srpskom jeziku, s obzirom da se mogu svrstati u isto govorno područje. Prilog 1. je upitnik na srpskom jeziku.

Upitnik je distribuiran kao štampani dokument u ruke ispitanika i kao link Internet platforme Gugl drajva (Google drive) na i-mejlove ili fejzbuk (Facebook) adrese ispitanika.

Popunjavanje upitnika je bilo anoniomno.

Statistička obrada podataka

Podaci su se analizirali kvalitativno, odnosno kroz analizu frekvencija odgovora ispitanika, tj. primenom deskriptivne statistike.

Posebno se ukazuje, da i ako u radu nije sprovedena složena statistika, značaj rada se ogleda u predmetu istraživanja i uzorku istraživanja (obim, struktura i rasprostranjenost) odnosno, u prirodi istraživanja koja jeste kros-kulturalna.

Rezultati

U nastavku teksta prikazane su frekvencije odgovora ispitanika na postavljeno pitanje koje se odnosi na njihov stav o partnerstvukao stimulansu ekološki odgovornog ponašanja.

Rezultati po pojedinačnim državama sa prostora bivše Jugoslavije

Srbija: Ukoliko se analizira partnerstvo kao stimulans ekološki odgovorne trgovine može se zaključiti da je najstimulativniji vid partnerstva između državne institucije i kompanije (AS=18,1) (Tabela 1).

Tabela 1. Srbija - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	**Frekvencije**	**AS**
međunarodne institucije + državne institucije	29	10.5
međunarodne institucije + kompanije	13	4.7
međunarodne institucije + NVO	7	2.5
međunarodne institucije + poznate ličnosti	6	2.2
državne institucije + kompanije	**50**	**18.1**
državne institucije + NVO	11	4.0
državne institucije + poznate ličnosti	24	8.7
kompanije + NVO	6	2.2
kompanije + poznate ličnosti	13	4.7
NVO + poznate ličnosti	7	2.5
međunarodne institucije + državne institucije + kompanije	13	4.7
međunarodne institucije + državne institucije + NVO	2	.7
međunarodne institucije + državne institucije + poznate ličnosti	2	.7
međunarodne institucije + kompanije + NVO	6	2.2
međunarodne institucije + kompanije + poznate ličnosti	6	2.2
državne institucije + kompanije + NVO	9	3.2
državne institucije + kompanije + poznate ličnosti	16	5.8
državne institucije+ NVO + poznate ličnosti	4	1.4
kompanije + NVO + poznate ličnosti	1	.4
međunarodne institucije + državne institucije + kompanije+ NVO	3	1.1
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti	3	1.1
međunarodne institucije + poznate ličnosti + kompanije + NVO	1	.4
državne institucije + poznate ličnosti + kompanije + NVO	1	.4
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	9	3.2
Ukupno odgovora	*222*	*80,43*

Bez odgovora ili neadekvatan odgovor	*54*	*19,56*
Ukupan uzorka	*276*	*100*

Izvor: autori

Hrvatska: Analizom kombinacija tržišnih subjekata u funkciji partnerstva kao stimulansa ekološki odgovorne trgovine u Hrvatskoj (Tabeli 2.) može se zaključiti da je najstimulativnije partnerstvo između državne institucije i kompanije (AS=14,8).

Tabela 1. Hrvatska - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	**Frekvencije**	**AS**
međunarodne institucije + državne institucije	26	10.4
međunarodne institucije + kompanije	10	4.0
međunarodne institucije + NVO	5	2.0
Partnerstva	**Frekvencije**	**AS**
međunarodne institucije + poznate ličnosti	12	4.8
državne institucije + kompanije	**37**	**14.8**
državne institucije + NVO	15	6.0
državne institucije + poznate ličnosti	16	6.4
kompanije + NVO	8	3.2
kompanije + poznate ličnosti	10	4.0
NVO + poznate ličnosti	12	4.8
međunarodne institucije + državne institucije + kompanije	19	7.6
međunarodne institucije + državne institucije + NVO	10	4.0
međunarodne institucije + državne institucije + poznate ličnosti	6	2.4
međunarodne institucije + kompanije + NVO	3	1.2
međunarodne institucije + kompanije + poznate ličnosti	5	2.0
međunarodne institucije + NVO+ poznate ličnosti	1	.4
državne institucije + kompanije + NVO	8	3.2
državne institucije+ kompanije + poznate ličnosti	4	1.6
državne institucije + NVO+ poznate ličnosti	4	1.6
kompanije + NVO+ poznate ličnosti	4	1.6
međunarodne institucije + državne institucije + kompanije + NVO	6	2.4

međunarodne institucije + državne institucije + NVO+ poznate ličnosti	2	.8
međunarodne institucije + poznate ličnosti + kompanije + NVO	1	.4
državne institucije + poznate ličnosti + kompanije + NVO	3	1.2
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	10	4.0
Ukupno odgovora	*237*	*94,8*
Bez odgovora ili neadekvatan odgovor	*13*	*5,2*
Ukupno uzorka	*250*	*100*

Izvor: autori

Bosna i Hercegovina: Analizom Tabele 3. koja se odnosi na partnerstvo kao stimulans ekološki odgovorne trgovine u Bosni i Hercegovini zaključuje se, najstimulativnije partnerstvo je između državne institucije i kompanije (AS= 14,7).

Tabela 2. Bosna i Hercegovina - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	Frekvencije	AS
međunarodne institucije + državne institucije	24	9.1
međunarodne institucije + kompanije	16	6.0
međunarodne institucije + NVO	15	5.7
međunarodne institucije + poznate ličnosti	9	3.4
državne institucije + kompanije	**39**	**14.7**
državne institucije + NVO	19	7.2
državne institucije + poznate ličnosti	25	9.4
kompanije + NVO	7	2.6
kompanije + poznate ličnosti	11	4.2
NVO + poznate ličnosti	17	6.4
međunarodne institucije + državne institucije + kompanije	11	4.2
međunarodne institucije + državne institucije + NVO	5	1.9
Partnerstva	**Frekvencije**	**AS**
međunarodne institucije + državne institucije + poznate ličnosti	3	1.1
međunarodne institucije + kompanije + NVO	2	.8
međunarodne institucije + kompanije + poznate ličnosti	5	1.9

međunarodne institucije + NVO+ poznate ličnosti	5	1.9
državne institucije + kompanije + NVO	3	1.1
državne institucije+ kompanije + poznate ličnosti	5	1.9
državne institucije + NVO+ poznate ličnosti	1	.4
kompanije + NVO+ poznate ličnosti	7	2.6
međunarodne institucije + državne institucije + kompanije+ NVO	10	3.8
državne institucije + poznate ličnosti + kompanije + NVO	1	.4
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	20	7.5
Ukupno odgovora	*260*	*98,11*
Bez odgovora ili neadekvatan odgovor	*5*	*1,89*
Ukupno uzorka	*265*	*100*

Izvor: autori

Crna Gora: Partnerstvo državne institucije i kompanije je najstimulativnije partnerstvo kada se radi o povećenju ekološki odgovorne trgovine iz Crne Gore (AS=13,2) (Tabela 4.).

Tabela 3. Crna Gora - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	Frekvencije	AS
međunarodne institucije + državne institucije	29	11.6
međunarodne institucije + kompanije	16	6.4
međunarodne institucije + NVO	10	4.0
međunarodne institucije + poznate ličnosti	5	2.0
državne institucije + kompanije	**33**	**13.2**
državne institucije + NVO	8	3.2
kompanije + NVO	17	6.8
kompanije + poznate ličnosti	6	2.4
NVO + poznate ličnosti	7	2.8
međunarodne institucije + državne institucije + kompanije	25	10.0
međunarodne institucije + državne institucije + NVO	7	2.8
međunarodne institucije + državne institucije + poznate ličnosti	6	2.4
međunarodne institucije + kompanije + NVO	17	6.8
međunarodne institucije + kompanije + poznate ličnosti	1	.4

međunarodne institucije +NVO+ poznate ličnosti	3	1.2
državne institucije + kompanije + NVO	14	5.6
državne institucije+ kompanije + poznate ličnosti	3	1.2
državne institucije +NVO+ poznate ličnosti	1	.4
kompanije +NVO+ poznate ličnosti	3	1.2
međunarodne institucije + državne institucije + kompanije+NVO	9	3.6
međunarodne institucije + poznate ličnosti + kompanije + NVO	1	.4
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	16	6.4
Ukupno odgovora	*242*	*96,8*
Ukupno uzorka	*250*	*100*

Izvor: autori

Severna Makedonija: Analiziranjem partnerstava kao stimulansa ekološki odgovorne trgovine u Severnoj Makedoniji (Tabela 5.) moguće je zaključiti da je najstimulativnije partnerstvo između međunarodne institucije i državne institucije (AS=14,2).

Tabela 4. Severna Makedonija - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	Frekvencije	AS
međunarodne institucije + državne institucije	**36**	**14.2**
međunarodne institucije + kompanije	9	3.6
međunarodne institucije + NVO	10	4.0
međunarodne institucije + poznate ličnosti	9	3.6
državne institucije + kompanije	34	13.4
državne institucije + NVO	26	10.3
državne institucije + poznate ličnosti	18	7.1
kompanije + NVO	6	2.4
kompanije + poznate ličnosti	8	3.2
NVO + poznate ličnosti	7	2.8
međunarodne institucije + državne institucije + kompanije	8	3.2
međunarodne institucije + državne institucije + NVO	11	4.3
međunarodne institucije + državne institucije + poznate ličnosti	4	1.6

međunarodne institucije + kompanije + NVO	2	.8
međunarodne institucije + kompanije + poznate ličnosti	3	1.2
međunarodne institucije + NVO+ poznate ličnosti	14	5.5
državne institucije + kompanije + NVO	3	1.2
državne institucije+ kompanije + poznate ličnosti	7	2.8
državne institucije + NVO+ poznate ličnosti	4	1.6
kompanije + NVO+ poznate ličnosti	4	1.6
međunarodne institucije + državne institucije + kompanije + NVO	4	1.6
međunarodne institucije + državne institucije + kompanije+poznate ličnosti	1	.4
međunarodne institucije + državne institucije + NVO+ poznate ličnosti	1	.4
državne institucije + poznate ličnosti + kompanije + NVO	1	.4
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	5	2.0
Ukupno odgovora	*235*	*92,86*
Bez odgovora ili neadekvatan odgovor	*18*	*7,14*
Ukupno uzorka	*252*	*100*

Izvor: autori

Slovenija: Ispitanicima iz Slovenije je najstimulativnije partnerstvo u funkciji povećanja ekološki odgovorne trgovine između državne institucije i kompanije (AS=16) (Tabela 6.).

Tabela 5.Slovenija - Partnerstvo kao stimulans ekološki odgovorne trgovine

Partnerstva	**Frekvencije**	**AS**
međunarodne institucije + državne institucije	29	11.4
međunarodne institucije + kompanije	5	2.0
međunarodne institucije + NVO	11	4.3
međunarodne institucije + poznate ličnosti	4	1.6
državne institucije + kompanije	**41**	**16.1**
državne institucije + NVO	26	10.2
državne institucije + poznate ličnosti	6	2.4
kompanije + NVO	20	7.8
kompanije + poznate ličnosti	10	3.9
NVO + poznate ličnosti	13	5.1

međunarodne institucije + državne institucije + kompanije	15	5.9
međunarodne institucije + državne institucije + NVO	10	3.9
međunarodne institucije + državne institucije + poznate ličnosti	6	2.4
međunarodne institucije + kompanije + NVO	6	2.4
međunarodne institucije + kompanije + poznate ličnosti	7	2.7
međunarodne institucije + NVO+ poznate ličnosti	18	7.1
državne institucije + kompanije + NVO	6	2.4
državne institucije+ kompanije + poznate ličnosti	2	.8
državne institucije + NVO+ poznate ličnosti	2	.8
kompanije + NVO+ poznate ličnosti	2	.8
međunarodne institucije + državne institucije +kompanije + NVO	9	3.5
međunarodne institucije + državne institucije +kompanije + poznate ličnosti	1	.4
državne institucije + poznate ličnosti + kompanije + NVO	2	.8
međunarodne institucije + državne institucije + kompanije+ poznate ličnosti + NVO	5	2.0
Ukupno odgovora	*256*	*256*
Bez odgovora ili neadekvatan odgovor	-	-
Ukupno uzorka	*256*	*100*

Izvor: autori

Komparativna analiza rezultata svih država sa prostora bivše Jugoslavije

Ukoliko se napred prezentovani rezultati po državama integrišu i objedine dolazi se do zaključka da ne postoje razlike između Srbije, Hrvatske, Bosne i Hercegovine, Slovenije i Crne Gore kada je u pitanju najstimulativnije partnerstvo radi ekološki odgovorne trgovine, s obzirom da su ispitanici u svim navedenim državama kao najstimulativniju formu partnerstva izabrali partnerstvo između državne institucije i kompanije. Jedina država koja se razlikuje jeste Severna Makedonija, čiji su ispitanici kao najstimulativnije partnerstvo izabrali partnerstvo između međunarodne institucije i državne institucije.

Analiza dobijenih rezultata ukazuje i da sve države sa prostora bivše Jugoslavije kao jednog od partnera u najstimulativnijem partnerstvu radi ekološki odgovorne trgovine vide državne institucije.

Takođe, rezultati ukazuju da sve države sa prostora bivše Jugoslavije kao najstimulativniju formu partnerstva za ekološki odgovornu trgovinu vide bilateralno partnerstvo.

Posebno se ukazuje da se značaj rada se ogleda u predmetu istraživanja i uzorku istraživanja (obim, struktura i rasprostranjenost) odnosno, u prirodi istraživanja koja jeste kros-kulturalna.

Diskusija

Dobijeni rezultati se mogu obrazližiti time da su države sa prostora bivše Jugoslavije imale 73 godine zajedničke istorije, koja je podrazumevala poimanje države kao institucije od poverenja, koja je delala za dobrobit naroda, i preduzeća (kompanija), koje su tada sarađivale sa državom, tačnije pod okriljem države. Državne institucije i kompanije su tržišni subjekti dugo prisutno na prostoru bivše Jugoslavije. Zbog napred navedenog je većina država sa prostora bivše Jugoslavije izabrala kao najstimulativnije partnerstvo saradnju između državne institucije i kompanije.

Međunarodne institucije i NVO su „novi" tržišni subjekti na prostoru bivše Jugoslavije, koji jošnisu stekli dovoljno poverenja. Poznate ličnosti su pojedinci koji nemaju dovoljno jak uticaj na tržišne subjekte.

S obzirom na dobijene rezultate zaključuje se da postavljena hipoteza (HO): postoje razlike u partnerstvima kao stimulansima ekološki odgovorne trgovine između država sa prostora bivše Jugoslavije, nije potvrđena.

Ograničenja istraživanja

Kros-kulturalno istraživanje na temu partnerstva kao stimulansa ekološki odgovorne trgovine na prostoru bivše Jugoslavije je sprovedeno vrlo pažljivo, međutim, ipak ima ograničenja:

Novi upitnik – Upitnik dizajniran za potrebe ovog istraživanja je novi, nije ranije primenjen u istraživanjima i nije standardizovan.

Veličina uzorka – Veličina uzorka je mala s obzirom da je osnovni skup veličine 17 miliona ljudi, dok je veličina uzorka 1550 ispitanika. Do ovakvog ograničenja je došlo zbog ograničenih finansijskih sredstava.

Primena samo deskriptivne statistike– Istraživanje je zasnovano samo na deskriptivnoj statistici zbog čega se može smatrati da tema partnerstva i ekološki odgvorne trgovine na prostoru bivše Jugoslavije nije potpuna.

Međutim, navedena ograničenja istraživanja su prema mišljenjima autora prihvatljiva, tako da se dobijeni rezultati mogu smatrati relevantnim.

Zaključak

Rezultati ukazuju da ne postoje razlike između Srbije, Hrvatske, Bosne i Hercegovine, Slovenije i Crne Gore kada je u pitanju najstimulativnije partnerstvo

radi ekološki odgovorne trgovine, dok je jedina država koja se razlikuje od svih ostalih Severna Makedonija.

Najstimulativnija forma partnerstva za ekološki odgovornu trgovinu za ispitanike iz Srbije, Hrvatske, Bosne i Hercegovine, Slovenije i Crne Gore je partnerstvo između državne institucije i kompanije dok su ispitanici iz Severne Makedonije izabrali partnerstvo između međunarodne institucije i državne institucije.

Dobijeni rezultati ne potvrđuju postavljenu hipotezu: (HO): postoje razlike u partnerstvima kao stimulansima ekološki odgovorne trgovine između država sa prostora bivše Jugoslavije.

Takođe, rezultati ukazuju da sve države sa prostora bivše Jugoslavije kao jednog od partnera u najstimulativnijem partnerstvu radi ekološki odgovorne trgovine vide državne institucije dok su bilateralna partnerstva najstimulativnija.

Praktična primena rezultata istraživanja ogleda se u tome da tržišni subjekti sa prostora država bivše Jugoslavije treba da inkorporiraju u svoju marketing strategiju partnerstvo kao marketing element, i to da bude bilateralno partnerstvo čiji je jedan od partnera državna institucija.

Teorisjka primena rezultata istraživanja ogleda se u podacima koji mogu da posluže za teorisjki okvir narednih istraživanja, odnosno stvaranje naučne diskusije i gledišta o istraživanoj temi.

Predlog za buduća istraživanja prvenstveno se ogleda u otklanjanju ograničenja ovog istraživanja. Takođe, predlozi za buduća istraživanja jesu: a) prošireni pristup istraživanja kroz uključivanje i drugih varijabli i kvalitativnih metoda, kako bi se dobila šira slika o ekološki odgovornoj kupovini na prostoru bivše Jugoslavije; i b) sprovođenje longitudinalnih istraživanja na istu temu svakih deset godina, kako bi se uvidele promene i struktura promena u ekološki odgovornoj trgovini na prostoru bivše Jugoslavije.

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Datum prijema (Date received): 05.09.2022.
Izvršena prva korekcija (The first correction was made): 14.11.2022.
Datum prihvatanja (Date accepted): 15.01.2023.

PARTNERSHIP AS MARKETING ENVIRONMENTALLY RESPONSIBLE STIMULANT SHOPS IN THE AREA OF THE FORMER YUGOSLAVIA

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Abstract

The environment is very endangered today, which is why ecologically responsible trade is necessary. Partnership is one of the marketing tools of environmentally responsible trade. Because of the above, the goal of the study is to find and compare partnerships that would increase environmentally responsible trade in the territory of the former Yugoslavia. According to the author's knowledge, this would be the first such cross-cultural research. The research was conducted with a questionnaire on a sample of 1550 respondents. The sampling methods were the stratified sample method and the simple random sample method. Data were analyzed using descriptive statistics and qualitatively. The results indicate that there are no differences between Serbia, Croatia, Bosnia and Herzegovina, Slovenia and Montenegro when it comes to the most stimulating partnership for environmentally responsible trade, considering that the respondents in all the mentioned countries chose the partnership between a state institution and a company as the most stimulating form of partnership, while the only country that differs is North Macedonia, whose respondents chose a partnership between an international institution and a state institution as the most stimulating partnership.

Keywords: *partnership, marketing, ecologically responsible trade, countries of the former Yugoslavia, cross-cultural study*

JEL: *F18, Q56*

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Introduction

The data on the environment today are devastating and indicate the following (https://earth.org/the-biggest-environmental-problems-of-our-lifetime/): 13% of deaths in the EU are related to various forms of environmental pollution; every minute a forest the size of 20 football fields is cut down, causing the planet to have only 10% of its forests by 2030; a third of the food intended for human consumption is thrown away, and if we were to look at the total emission of gases from that type of waste, it is the third largest emitter of greenhouse gases, after China and the USA.

In order for the environment to be more protected and healthier, ecologically responsible trade is also necessary. One of the incentives for ecologically responsible trade is partnership, which is stated by the international community in the global development agenda with the aim of sustainable development "Agenda 2030". Strengthening partnership is the goal of the 17th "Agenda 2030". It states "Stronger partnerships will contribute to environmental protection and sustainable development by mobilizing resources, sharing knowledge, promoting the creation and transfer of environmentally friendly technologies and building capacity" (https://www.unep.org/explore-topics/sustainable-development-goals) /why-do-sustainable-development-goals-matter).

Considering the above, the partnership must be offered as a marketing stimulus for environmentally responsible trade. That is, partnership should be seen as one of the elements of the marketing mix that should be incorporated into the marketing strategy, if the market entity wants to trade in an environmentally responsible manner. However, care should be taken in who makes up the partners because not all entities respond to the same partnerships when it comes to environmentally responsible trade. Reacting to different partnerships is the cause of the environment in which the entity is located, and also the state in which it is located.

In order to collect information on what types of partnerships environmentally responsible trade refers to, how subjects react and whether there are differences between partnerships as a stimulus for environmentally responsible trade in the area of the former Yugoslavia, the authors of the paper analyzed numerous studies. Among the studies, the following cross-cultural studies stand out: the Republic of the former Yugoslavia (Raletić Jotanović et. al., 2016), the Republic of the former Yugoslavia (Raletić Jotanović et. al., 2017), and the Republic of the former Yugoslavia (Raletić Jotanović et. al., 2019). The result of the analysis is that there is not a single cross-cultural study conducted in the area of the former Yugoslavia that deals with partnership as a stimulus for environmentally responsible trade.

Because of the above, the goal of the study is to find and compare partnerships that would increase environmentally responsible trade in the territory of the former Yugoslavia. According to the author's knowledge, this would be the first cross-cultural study conducted in the territory of the former Yugoslavia on the topic of partnership as a stimulus for environmentally responsible trade. The republics of the former Yugoslavia are: the Republic of Serbia (Serbia), the Republic of Croatia (Croatia), the Republic of Slovenia (Slovenia), the Republic of North Macedonia (Macedonia), the Federation of Bosnia and Herzegovina (Bosnia and Herzegovina) and Montenegro. A cross-cultural study in the area of the former Yugoslavia is particularly interesting because the republics of that time were one state for 73 years, while today they are independent sovereign states with their own different characteristics.

Literature review

Partnership is understood as "association and cooperation of subjects with common interests for the realization of goals that they could not achieve by independent action" (Vock et al., 2013, 1475). The goal of every partnership is to achieve a synergistic effect, given that entities that have different competitive advantages enter into partnerships, i.e. inputs that integrate and enable the creation of additional value for all subjects participating in the partnership, as well as society as a whole.

Partnerships in the field of sustainable development and environmental protection are defined as " the platform needed for the sustainable development of the entire society" (UNDP, 2013, 2). It represents a win-win situation for all participants of the partnership as well as society as a whole, where additional value should be realized in the field of environmental protection.

That partnership is important for environmental protection, i.e. ecologically responsible behavior of all market entities is confirmed by numerous scientific studies (Haiying, 2014; Wassmera et al., 2017; Chang et al., 2019; Chena et al., 2019; Wang, Ma, 2020)

The importance of partnership today is indicated by the fact that involvement in partnership for the sake of environmentally responsible behavior contributes to the competitiveness of the subject more than the price of their products (Kanani, 2012).

Partnership in the function of environmentally responsible behavior occurs in the following forms:

Direct partnerships. Direct partnerships mean planned and purposeful associations of subjects. There are three forms of direct partnerships (Kanani, 2012): a) bilateral cooperation, b) three-dimensional cooperation, and c) multi-stakeholder initiative.

Indirect partnerships. Indirect partnerships imply an unplanned and unagreed association of subjects. The most common form of indirect partnership is cause-related marketing, which implies that the target group voluntarily engages in the activities of the campaign organizer.

Forms of partnership as incentives for environmentally responsible trade depend on a number of macro and structural factors of the country, according to the results of studies (Dolan, 2002; Schaefer, Crane, 2005; Thøgersen, 2005; Assadourian, 2010; Marx et al., 2010), which came to conclusions that different characteristics of countries influence different environmentally responsible behavior.

All the republics of the former Yugoslavia have different macro, structural and micro factors that characterize them (https://www.stat.gov.rs/, https://dzs.gov.hr/, https://www.stat.si/ statweb, https://bhas.gov.ba/?lang=sr, https://www.monstat.org/cg/, https://www.stat.gov.mk/).

Previous cross-cultural studies conducted around the world have resulted in differences in environmentally responsible behavior and its stimuli: USA-France (Arbuthnot, Lingg, 1975), USA-Germany (Sriram, Forman, 1993), Baltic countries (Gooch, 1995), Canada - France (Laroche et al., 1996), Belgium-Poland (Roozen, Pelsmacker, 2000), Nordic countries - USA (Lindell, Karagozoglu, 2001), USA-China (Yingjiao et. al., 2014), and countries with area of the former Yugoslavia (Raletić Jotanović et. al., 2016), (Raletić Jotanović et. al., 2017) and (Raletić Jotanović et. al., 2019).

The results of previously conducted cross-cultural studies and various micro, macro and structural factors of today's sovereign states from the territory of the former Yugoslavia imply that the starting point is the hypothesis:

HO: There are differences in partnerships as incentives for environmentally responsible trade between the countries of the former Yugoslavia.

Sample research

1,550 respondents participated in the cross-cultural research on the topic of partnership as a stimulus for environmentally responsible trade in the territory of the former Yugoslavia.

The basic set of research is about 17 million people. Nevertheless, the sample size is considered small but acceptable, given: the nature of the research, the variability of the population characteristics, the number of variables that are examined, the variability of the research subject and the limited financial resources of the researchers.

If the structure of the sample is observed in relation to the countries from which the respondents come, out of 1550 respondents: 276 respondents are from Serbia,

250 respondents are from Croatia, 265 respondents are from Bosnia and Herzegovina, 250 respondents are from Montenegro, 253 respondents are from North Macedonia, while 256 respondents are from Slovenia. That is, from 100% of the sample: 17.81% are from Serbia, 16.51% are from Croatia, 16.32% are from Bosnia and Herzegovina, 17.10% are from Montenegro, while 16.13% are from North Macedonia. and Slovenia.

The sample collection methods used are the stratified sample method and the simple random sample method. The population of respondents from the area of the former Yugoslavia is divided into six strata, that is, six countries from the area of the former Yugoslavia: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, North Macedonia and Slovenia. A simple random sampling method was used to randomly select respondents from each stratum.

Instrument

The research instrument is a questionnaire, which was created for the purposes of this research. The questionnaire is made up of two parts, consent for filling out the questionnaire and questions about partnership. The question about partnership meant that the respondents circled two or more market entities whose partnership would stimulate them to engage in environmentally responsible trade. The offered market subjects were: international institutions, state institutions, companies, celebrities and non-governmental organizations (NGOs).

Research procedure and flow

The questionnaire was created in Serbian, after which it was translated into: Slovenian, Macedonian and Croatian. Respondents from Serbia, Bosnia and Herzegovina and Montenegro filled out questionnaires in the Serbian language, considering that they can be classified in the same speaking area. Attachment 1 is a questionnaire in Serbian.

The questionnaire was distributed as a printed document in the hands of respondents and as a link on the Internet platform Google Drive to the e-mails or Facebook addresses of the respondents.

Filling in the questionnaire was anonymous.

Statistical data processing

The data were analyzed qualitatively, i.e. through the analysis of the frequency of respondents' answers, i.e. using descriptive statistics.

In particular, it is pointed out that even if complex statistics were not implemented in the work, the importance of the work is reflected in the subject of the research and the research sample (scope, structure and distribution), that is, in the nature of the research, which is cross-cultural.

Results

In the rest of the text, the frequencies of respondents' answers to the question that relates to their attitude about partnership as a stimulus for environmentally responsible behavior are presented.

Results by individual countries from the former Yugoslavia

Serbia: If partnership is analyzed as a stimulus for environmentally responsible trade, it can be concluded that the most stimulating type of partnership is between a state institution and a company (AS=18.1) (Table 1).

Table 1. Serbia - Partnership as a stimulus for environmentally responsible trade

Partnerships	**Frequencies**	**AS**
international institutions + state institutions	29	10.5
international institutions + companies	13	4.7
international institutions + NGOs	7	2.5
international institutions + famous people	6	2.2
state institutions + companies	**50**	**18.1**
state institutions + NGOs	11	4.0
state institutions + famous people	24	8.7
companies + NGOs	6	2.2
companies + celebrities	13	4.7
NGO + celebrities	7	2.5
international institutions + state institutions + companies	13	4.7
international institutions + state institutions + NGOs	2	.7
international institutions + state institutions + famous people	2	.7
international institutions + companies + NGOs	6	2.2
international institutions + companies + celebrities	6	2.2
state institutions + companies + NGOs	9	3.2
state institutions + companies + celebrities	16	5.8
state institutions + NGOs + celebrities	4	1.4
companies + NGOs + celebrities	1	.4
international institutions + state institutions + companies + NGOs	3	1.1
international institutions + state institutions + companies + celebrities	3	1.1
international institutions + famous people + companies + NGOs	1	.4

state institutions + celebrities + companies + NGOs	1	.4
international institutions + state institutions + companies + celebrities + NGOs	9	3.2
Total responses	*222*	*80.43*
No response or inadequate response	*54*	*19.56*
Total sample	*276*	*100*

Source: authors

Croatia: By analyzing the combination of market subjects in the function of partnership as a stimulus for environmentally responsible trade in Croatia (Table 2), it can be concluded that the most stimulating partnership is between a state institution and a company (AS=14.8).

Table 6. Croatia - Partnership as a stimulus for environmentally responsible trade

Partnerships	Frequencies	AS
international institutions + state institutions	26	10.4
international institutions + companies	10	4.0
international institutions + NGOs	5	2.0
Partnerships	**Frequencies**	**AS**
international institutions + famous people	12	4.8
state institutions + companies	**37**	**14.8**
state institutions + NGOs	15	6.0
state institutions + famous people	16	6.4
companies + NGOs	8	3.2
companies + celebrities	10	4.0
NGO + celebrities	12	4.8
international institutions + state institutions + companies	19	7.6
international institutions + state institutions + NGOs	10	4.0
international institutions + state institutions + famous people	6	2.4
international institutions + companies + NGOs	3	1.2
international institutions + companies + celebrities	5	2.0
international institutions + NGOs + celebrities	1	.4
state institutions + companies + NGOs	8	3.2
state institutions + companies + celebrities	4	1.6

state institutions + NGOs + celebrities	4	1.6
companies + NGOs + celebrities	4	1.6
international institutions + state institutions + companies + NGOs	6	2.4
international institutions + state institutions + NGOs + celebrities	2	.8
international institutions + famous people + companies + NGOs	1	.4
state institutions + celebrities + companies + NGOs	3	1.2
international institutions + state institutions + companies + celebrities + NGOs	10	4.0
Total responses	*237*	*94.8*
No response or inadequate response	*13*	*5.2*
Total sample	*250*	*100*

Source: authors

Bosnia and Herzegovina: The analysis of Table 3, which refers to partnership as a stimulus for environmentally responsible trade in Bosnia and Herzegovina, concludes that the most stimulating partnership is between a state institution and a company (AS= 14.7).

Table 7. Bosnia and Herzegovina - Partnership as a stimulus for environmentally responsible trade

Partnerships	Frequencies	AS
international institutions + state institutions	24	9.1
international institutions + companies	16	6.0
international institutions + NGOs	15	5.7
international institutions + famous people	9	3.4
state institutions + companies	**39**	**14.7**
state institutions + NGOs	19	7.2
state institutions + famous people	25	9.4
companies + NGOs	7	2.6
companies + celebrities	11	4.2
NGO + celebrities	17	6.4
international institutions + state institutions + companies	11	4.2
international institutions + state institutions + NGOs	5	1.9
Partnerships	**Frequencies**	**AS**

international institutions + state institutions + famous people	3	1.1
international institutions + companies + NGOs	2	.8
international institutions + companies + celebrities	5	1.9
international institutions + NGOs + celebrities	5	1.9
state institutions + companies + NGOs	3	1.1
state institutions + companies + celebrities	5	1.9
state institutions + NGOs + celebrities	1	.4
companies + NGOs + celebrities	7	2.6
international institutions + state institutions + companies + NGOs	10	3.8
state institutions + celebrities + companies + NGOs	1	.4
international institutions + state institutions + companies + celebrities + NGOs	20	7.5
Total responses	*260*	*98,11*
No response or inadequate response	*5*	*1.89*
Total sample	*265*	*100*

Source: authors

Montenegro: The partnership between a state institution and a company is the most stimulating partnership when it comes to increasing environmentally responsible trade from Montenegro (AS=13.2) (Table 4).

Table 8. Montenegro - Partnership as a stimulus for environmentally responsible trade

Partnerships	Frequencies	AS
international institutions + state institutions	29	11.6
international institutions + companies	16	6.4
international institutions + NGOs	10	4.0
international institutions + famous people	5	2.0
state institutions + companies	**33**	**13.2**
state institutions + NGOs	8	3.2
companies + NGOs	17	6.8
companies + celebrities	6	2.4
NGO + celebrities	7	2.8
international institutions + state institutions + companies	25	10.0

international institutions + state institutions + NGOs	7	2.8
international institutions + state institutions + famous people	6	2.4
international institutions + companies + NGOs	17	6.8
international institutions + companies + celebrities	1	.4
international institutions + NGOs + celebrities	3	1.2
state institutions + companies + NGOs	14	5.6
state institutions + companies + celebrities	3	1.2
state institutions +NGOs+ celebrities	1	.4
companies + NGOs + celebrities	3	1.2
international institutions + state institutions + companies+NGOs	9	3.6
international institutions + famous people + companies + NGOs	1	.4
international institutions + state institutions + companies + celebrities + NGOs	16	6.4
Total responses	*242*	*96.8*
Total sample	*250*	*100*

Source: authors

North Macedonia: Analyzing partnerships as a stimulus for environmentally responsible trade in North Macedonia (Table 5), it is possible to conclude that the most stimulating partnership is between an international institution and a state institution (AS=14.2).

Table 9. North Macedonia - Partnership as a stimulus for environmentally responsible trade

Partnerships	**Frequencies**	**AS**
international institutions + state institutions	**36**	**14.2**
international institutions + companies	9	3.6
international institutions + NGOs	10	4.0
international institutions + famous people	9	3.6
state institutions + companies	34	13.4
state institutions + NGOs	26	10.3
state institutions + famous people	18	7.1
companies + NGOs	6	2.4
companies + celebrities	8	3.2
NGO + celebrities	7	2.8

international institutions + state institutions + companies	8	3.2
international institutions + state institutions + NGOs	11	4.3
international institutions + state institutions + famous people	4	1.6
international institutions + companies + NGOs	2	.8
international institutions + companies + celebrities	3	1.2
international institutions + NGOs + celebrities	14	5.5
state institutions + companies + NGOs	3	1.2
state institutions + companies + celebrities	7	2.8
state institutions + NGOs + celebrities	4	1.6
companies + NGOs + celebrities	4	1.6
international institutions + state institutions + companies + NGOs	4	1.6
international institutions + state institutions + companies+celebrities	1	.4
international institutions + state institutions + NGOs + celebrities	1	.4
state institutions + celebrities + companies + NGOs	1	.4
international institutions + state institutions + companies + celebrities + NGOs	5	2.0
Total responses	*235*	*92.86*
No response or inadequate response	*18*	*7,14*
Total sample	*252*	*100*

Source: authors

Slovenia: For respondents from Slovenia, the most stimulating partnership is the function of increasing environmentally responsible trade between a state institution and a company (AS=16) (Table 6).

Table 10. Slovenia - Partnership as a stimulus for environmentally responsible trade

Partnerships	**Frequencies**	**AS**
international institutions + state institutions	29	11.4
international institutions + companies	5	2.0
international institutions + NGOs	11	4.3
international institutions + famous people	4	1.6
state institutions + companies	**41**	**16.1**
state institutions + NGOs	26	10.2

state institutions + famous people	6	2.4
companies + NGOs	20	7.8
companies + celebrities	10	3.9
NGO + celebrities	13	5.1
international institutions + state institutions + companies	15	5.9
international institutions + state institutions + NGOs	10	3.9
international institutions + state institutions + famous people	6	2.4
international institutions + companies + NGOs	6	2.4
international institutions + companies + celebrities	7	2.7
international institutions + NGOs + celebrities	18	7.1
state institutions + companies + NGOs	6	2.4
state institutions + companies + celebrities	2	.8
state institutions + NGOs + celebrities	2	.8
companies + NGOs + celebrities	2	.8
international institutions + state institutions + companies + NGOs	9	3.5
international institutions + state institutions + companies + celebrities	1	.4
state institutions + celebrities + companies + NGOs	2	.8
international institutions + state institutions + companies + celebrities + NGOs	5	2.0
Total responses	*256*	*256*
No response or inadequate response	-	-
Total sample	*256*	*100*

Source: authors

Comparative analysis of the results of all countries from the territory of the former Yugoslavia

If the results presented above by country are integrated and combined, the conclusion is reached that there are no differences between Serbia, Croatia, Bosnia and Herzegovina, Slovenia and Montenegro when it comes to the most stimulating partnership for environmentally responsible trade, given that the respondents in all of the above states chose a partnership between a state institution and a company as the most stimulating form of partnership. The only country that differs is North Macedonia, whose respondents chose the partnership between an international institution and a state institution as the most stimulating partnership.

The analysis of the obtained results also indicates that all countries from the area of the former Yugoslavia see state institutions as one of the partners in the most stimulating partnership for environmentally responsible trade.

Also, the results indicate that all countries from the former Yugoslavia see bilateral partnership as the most stimulating form of partnership for environmentally responsible trade.

It is especially pointed out that the importance of the work is reflected in the subject of the research and the research sample (scope, structure and distribution), that is, in the nature of the research, which is cross-cultural.

Discussion

The obtained results can be explained by the fact that the countries of the former Yugoslavia had 73 years of common history, which implied the perception of the state as a trustworthy institution, which worked for the benefit of the people, and enterprises (companies), which then cooperated with the state, more precisely under the auspices of the state. State institutions and companies are market entities that have been present for a long time in the territory of the former Yugoslavia. Because of the above, the majority of countries from the area of the former Yugoslavia chose the cooperation between a state institution and a company as the most stimulating partnership.

International institutions and NGOs are "new" market entities in the territory of the former Yugoslavia, which have not yet gained enough trust. Celebrities are individuals who do not have a strong enough influence on market subjects.

Considering the obtained results, it is concluded that the hypothesis (HO): there are differences in partnerships as incentives for environmentally responsible trade between countries from the former Yugoslavia, was not confirmed.

Research limitations

Cross-cultural research on the topic of partnership as a stimulus for environmentally responsible trade in the territory of the former Yugoslavia was carried out very carefully, however, it still has limitations:

New questionnaire - The questionnaire designed for the purposes of this research is new, has not been used in research before and is not standardized.

Sample Size – The sample size is small considering that the population size is 17 million people while the sample size is 1550 respondents. This limitation was due to limited financial resources.

Application of only descriptive statistics - The research is based only on descriptive statistics, which is why it can be considered that the topic of

partnership and environmentally responsible trade in the territory of the former Yugoslavia is not complete.

However, the stated limitations of the research are acceptable according to the author's opinion, so the obtained results can be considered relevant.

Conclusion

The results show that there are no differences between Serbia, Croatia, Bosnia and Herzegovina, Slovenia and Montenegro when it comes to the most stimulating partnership for environmentally responsible trade, while the only country that differs from all the others is North Macedonia.

The most stimulating form of partnership for environmentally responsible trade for respondents from Serbia, Croatia, Bosnia and Herzegovina, Slovenia and Montenegro is a partnership between a state institution and a company, while respondents from North Macedonia chose a partnership between an international institution and a state institution.

The obtained results do not confirm the set hypothesis: (HO): there are differences in partnerships as incentives for environmentally responsible trade between the countries of the former Yugoslavia.

Also, the results indicate that all countries from the former Yugoslavia see state institutions as one of the partners in the most stimulating partnership for environmentally responsible trade, while bilateral partnerships are the most stimulating.

The practical application of the research results is reflected in the fact that market subjects from the territory of the former Yugoslavia should incorporate partnership as a marketing element into their marketing strategy, and that it should be a bilateral partnership, one of whose partners is a state institution.

The theoretical application of research results is reflected in the data that can serve as a theoretical framework for subsequent research, that is, the creation of a scientific discussion and point of view on the researched topic.

The proposal for future research is primarily reflected in removing the limitations of this research. Also, suggestions for future research are: a) expanded research approach through the inclusion of other variables and qualitative methods, in order to get a broader picture of environmentally responsible shopping in the area of the former Yugoslavia; ib) conducting longitudinal research on the same topic every ten years, in order to see changes and the structure of changes in ecologically responsible trade in the territory of the former Yugoslavia.

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